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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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LEVIN INTELLECTUAL PROPERTY GROUP
384 FORESET AVE, SUITE 13
LAGUNA BEACH, CA 92651

EXAMINER

BARTUSKA, FRANCIS JOHN

ART UNIT	PAPER NUMBER
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3627

DATE MAILED: 11/03/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/740,753

Applicant(s)

PARK, ERIC J.

Examiner

F. J. BARTUSKA

Art Unit

3627

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 04 August 2003.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-22 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-22 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved by the Examiner.
If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
* See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____
- 4) ☐ Interview Summary (PTO-413) Paper No(s). _____
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☒ Other: COPY OF PAGE 39.

“full descriptive tag”, that enhances the semantic properties, meaning and derived expectation of the preceding “shortform”.

In cases where the semantic properties of the language components are sufficient, alternatively a simpler form of the information superbrand can be
5 constructed as follows:

“noun or pronoun + PEDIA”

The invention relies on the Internet Domain Name System which is premised upon the use of Symbol Strings (mathematical notation or language) versus images (spatial and visual). Symbol strings utilized as domain names are in
10 turn biased toward those composed of language with semantic properties that tend to promote human recall. Generic names tend to have little value as domain names because their basic semantic properties usually extend only to a singular meaning: a class of beings or things. Proper names tend to generate more complex expectations, often in the nature of both product and quality. The weakness is such
15 properties may not be widely known. On the Internet, a simple domain name with complex and *inherent* semantic properties is the most valuable: the Information Superbrand.

We claim:

20 1. A method for marketing over a network of interconnected computing/communicating devices, comprising the steps of:

providing a web-site that is identified as specific to a market sector;

supplying on the web-site information specific to a plurality of first level topics related to the market sector;

25 providing within the information specific to a particular first level topic related to the market sector, at least one pointer to a more specific second level topic referenced in the information specific to the first level topic;

responsive to activation of the pointer, providing further information specific to the more specific second level topic;

30 providing access to E-commerce access to transaction processing with at least one provider of goods and/or services referenced in the more specific second

Copy for Applicant.

DETAILED ACTION

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

2. Claims 1, 4, 7 and 21 are rejected under 35 U.S.C. 102(b) as being clearly anticipated by the Cars.com 1999 Press Release. The Cars.com 1999 Press Release discloses an Internet web site that is specific to the automotive market and that has links to financing, insurance, Carfax reports and automotive-related book web sites.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 2, 3, 5, 6, 8 and 9 are rejected under 35 U.S.C. 103(a) as being unpatentable over the Cars.com 1999 Press Release in view of Lefkowitz. The Cars.com 1999 Press Release discloses all the features of the applicant's claimed invention except it does not disclose that the second level web sites have links to third level E-commerce web sites. Lefkowitz discloses a virtual shopping mall with links between at least three levels of E-commerce web sites to reduce the time and effort expended by consumers in meeting their shopping needs. It would have been obvious to one of ordinary skill in the art in view of the showing and teaching of Lefkowitz to modify the shopping system of the Cars.com 1999 Press Release to have links from the second level of web sites to additional levels of E-commerce web sites to reduce the time and effort expended by consumers in meeting their shopping needs.

5. Claims 10, 13 and 16 are rejected under 35 U.S.C. 103(a) as being unpatentable over the Cars.com 1999 Press Release in view of the Internet.com's Webopedia Press Release. The Cars.com 1999 Press Release discloses all the features of the applicant's claimed invention except it does not disclose that the designator is made up of a category

and a suffix. The Internet.com's Webopedia Press Release discloses a designator, Webopedia, which is made up of a category and a suffix that gives an indication of the web site's subject matter and function. It would have been obvious to one of ordinary skill in the art in view of the showing and teaching of the Internet.com's Webopedia Press Release to modify the designator of the web site of the Cars.com 1999 Press Release to include a category and a suffix to give an indication of the subject matter and function of the web site.

6. Claims 11, 12, 14, 15, 17 and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over the Cars.com 1999 Press Release in view of Lefkowitz as applied to claim 2 above in further view of the Internet.com's Webopedia Press Release. The Cars.com 1999 Press Release, as modified by Lefkowitz, discloses all the features of the applicant's claimed invention except it does not disclose that the designator is made up of a category and a suffix. The Internet.com's Webopedia Press Release discloses a designator, Webopedia, which is made up of a category and a suffix that gives an indication of the web site's subject matter and function. It would have been obvious to one of

ordinary skill in the art in view of the showing and teaching of the Internet.com's Webopedia Press Release to modify the designator of the web site of the Cars.com 1999 Press Release to include a category and a suffix to give an indication of the subject matter and function of the web site.

7. Claims 19, 20 and 22 are rejected under 35 U.S.C. 103(a) as being unpatentable over the Cars.com 1999 Press Release in view of Lefkowitz. The Cars.com 1999 Press Release discloses all the features of the applicant's claimed invention except it does not disclose multiple web sites arranged in a matrix. Lefkowitz discloses multiple web sites arranged in a matrix that allows each web site to be accessed in a number of different ways. It would have been obvious to one of ordinary skill in the art in view of the showing and teaching of Lefkowitz to modify the system of the Cars.com 1999 Press Release to connect the web sites in a matrix to allow the web sites to be accessed in a number of different ways.

Specification

8. The disclosure is objected to because of the following informalities:
There is an extra copy of the beginning of claim 1 on page 39 of the specification. A copy of page 39 is included with this office action to aid the Attorney in correcting this matter.

Appropriate correction is required.

9. Since the petition requesting the acceptance of color drawings, filed 04 August 2003, has been denied, all references to colored drawings in the specification should be deleted.

Response to Arguments

10. The applicant's remarks that the Cars.com publication does not provide access to E-commerce access to transaction processing with at least one provider of goods and/or services referenced in the more specific second level topic are not found persuasive because the Cars.com web site is specific to a first level topic and includes a link to a second level provider; such as Amazon.com. The link to Amazon.com is a pointer to a more specific second level topic. The Amazon.com web

site provides E-commerce access to transaction processing with the provider; such as buying books.

11. The applicant's remarks that there is no motivation to combine the Cars.com publication with Lefkowitz have not been found persuasive because reducing the time and effort expended in shopping as disclosed in col. 1, lines 44-46 of Lefkowitz is motivation to combine the references.

12. The applicant's remarks that there is no motivation to combine the Cars.com publication with the Internet.com's Webopedia publication have not been found persuasive because the designator Webopedia gives an indication of the web sites' subject matter and function in the same manner that the designator Cars.com gives an indication of that web sites' subject matter and function. Clearly using the designator to give an indication of a web sites' subject matter and function is well known in the art.

Conclusion

13. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to F. J. BARTUSKA whose telephone number is 703-308-1111. The examiner

can normally be reached on MONDAY-FRIDAY (ALTERNATE FRIDAYS OFF).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, ROBERT P. OLSZEWSKI can be reached on 703-308-5183. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-308-1113.

fjb


F. J. BARTUSKA
PRIMARY EXAMINER 10/31/03